

FULL YEAR: MARKETING I & II

STANDARDS AND OBJECTIVES

Marketing Part II

Levels:	Grades 10-12
Units of Credit:	1 Semester (.5)
CIP Code:	08.0708
Prerequisites:	None

COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Student taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD **Students will understand the concept of pricing and how it**
08.0708 – 07 **relates to marketing.**

OBJECTIVES

- 08.0708 – 0701 Understand the steps of price planning.
- Understand the different forms of price
 - Understand the importance of price
 - Understand the goals of pricing
 - Understand the difference between market share and market position
- 08.0708 – 0702 Understand the factors Involved in price planning.
- Understand the four market factors that affect price planning
 - Understand what demand elasticity is in relation to the supply and demand theory
 - Understand the government regulations that affect price planning
- 08.0708 – 0703 Understand setting prices.
- Understand the various pricing techniques
 - Understand the steps in setting prices
- 08.0708 – 0704 Understand pricing math/calculating prices.
- Understand how a firm's net profit or loss is related to pricing
 - Understand how to calculated dollar and percentage markup based on cost or retail
 - Understand how to calculate markdown in dollars and how to determine sale price and maintained markup
- 08.0708 – 0705 Understand calculating discounts.
- Understand the general procedure for figuring discounts
 - Determine how to calculate various kinds of discounts

STANDARD **Students will understand the concept of promotion and how it**

08.0708 – 08 relates to marketing.

OBJECTIVES

- 08.0708 – 0801 Understand the promotional mix, its concepts and strategies.
 - Explain the role of promotion as a marketing function.
 - Identify the elements of the promotional mix.
- 08.0708 – 0802 Identify types of sales promotion.
 - Develop sales promotion plans.
 - Analyze the use of specialty promotion
- 08.0708 – 0803 Explain the nature and scope of public relations.
 - Develop public relations plan.
 - Analyze costs/benefits of company participation in community activities.
- 08.0708 – 0804 Identify advertising media.
 - Explain the types of advertising media.
 - Evaluate the effectiveness of advertising.
- 08.0708 – 0805 Describe the essential elements of advertising.
 - Explain the use of advertising agencies.
 - Explain the components of advertisements.

**STANDARD
08.0708 – 09 Students will understand the concept of distribution and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 0901 Understand channels of distribution.
 - Explain the nature of channels of distribution.
 - Explain the nature of channel members relationships.
- 08.0708 – 0902 Understand distribution and the transportation systems and services.
 - Explain the nature and scope of distribution.
 - Explain the shipping process.
- 08.0708 – 0903 Understand purchasing and the role of the buyer.
 - Explain the nature and scope of purchasing.
 - Understand how to plan purchases.

**STANDARD
08.0708 – 10 Students will understand the concept of marketing research and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 1001 Understand marketing research and information systems.
 - Describe the need for marketing information.
 - Explain the nature of marketing research in a marketing-information function.
 - Explain the nature and scope of the marketing-information function.
- 08.0708 – 1002 Understand marketing research.
 - Explain the nature and scope of the marketing-information management function.
 - Describe sources of secondary data.
 - Use data for information analysis.
- 08.0708 – 1003 Understand the marketing survey.

- Collect marketing information from others.
- Describe the use of technology in the marketing-information management function.

**STANDARD
08.0708 – 11** **Students will understand the concept of product planning and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 1101 Understand product planning, mix, and development.
- Explain the nature and scope of the product/service management function.
 - Explain the concept of the product mix.
 - Plan a product mix.
- 08.0708 – 1102 Understand sustaining product sales.
- Identify the impact of product life cycles on marketing decisions.
 - Describe factors used by marketers to position products/businesses.
- 08.0708 – 1103 Understand packaging, labeling, and branding elements and strategies.
- Explain the nature of branding.
 - Explain branding strategies.
- 08.0708 – 1104 Understand packaging and labeling.
- Explain the functions of packaging.
 - Explain labeling laws.
- 08.0708 – 1105 Understand extended product features such as credit.
- Explain the purposes and importance of credit.
 - Identify consumer protection provisions of appropriate agencies.
- Activities:
1. Have the students go to the State web site. Http//_____. They could search for a company or see if a name for a company they want to establish is already taken. Have them do a search as to how to set up the kind of business that they want to establish (sole propriety, partnership, corporation) and have them take the initial steps to do so.
 2. Have a local businessman come in and tell how they started their business and what they like about having their own business.
 3. Encourage students to apply for scholarships with DECA. Harry Applegate, _____

**STANDARD
08.0708 – 12** **Students will understand the concept of career and professional development and how they relate to marketing.** (Optional- not included in state test).

OBJECTIVES

- 08.0708 – 1201 Describe important career decisions and opportunities.
- Identify tentative occupational interests.
 - Assess personal interests and skills needed for success in business.
- 08.0708 – 1202 Understand career planning.
- Analyze employer expectations in the business environment.
 - Identify desirable personality traits important to business.
 - Identify sources of career information.
- 08.0708 – 1203 Develop a career plan.

- Explain employment opportunities in business.
 - Identify skills needed to enhance career progression.
- 08.0708 – 1204 Understand the process of finding and applying for a job.
- Utilize job-search strategies.
 - Identify sources of career information.
- 08.0708 – 1205 Describe the process of applying for a job.
- Complete a job application.
 - Write a letter of application.
 - Prepare a resume.
- 08.0708 – 1206 Describe the job interview process.
- Interview for a job.
 - Write a follow-up letter after job interviews.

PERFORMANCE OBJECTIVES

PO-01 Students will understand the sales process by completing “The Sales Presentation”.

PO-02 Students will understand how to sell a product by completing “Marketing a Product”.